



**WHAT IS
QUALITATIVE
RESEARCH?**

AGENDA

1. Comparing quantitative and qualitative research
2. Philosophical underpinnings of qualitative research
3. Practical considerations and three major methodological approaches: grounded theory, ethnography, and phenomenology

Thoughts
about the
first set of
readings?

QUANTITATIVE

QUALITATIVE

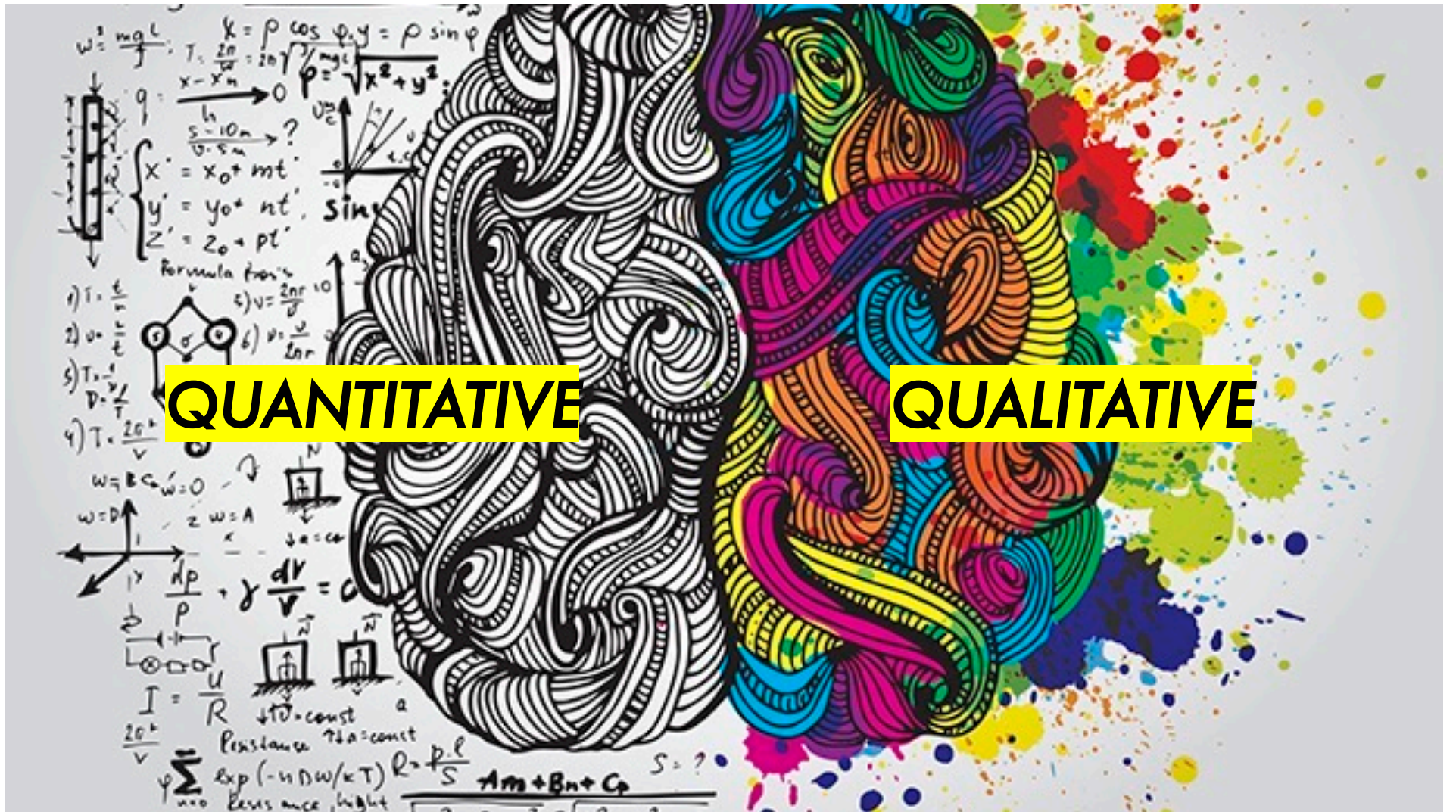


Table 1.1 Qualitative versus quantitative research differences

	<i>Qualitative</i>	<i>Quantitative</i>
Nature of data		
Relevance of context		
Nature and control of potential causes		
Key research instrument		

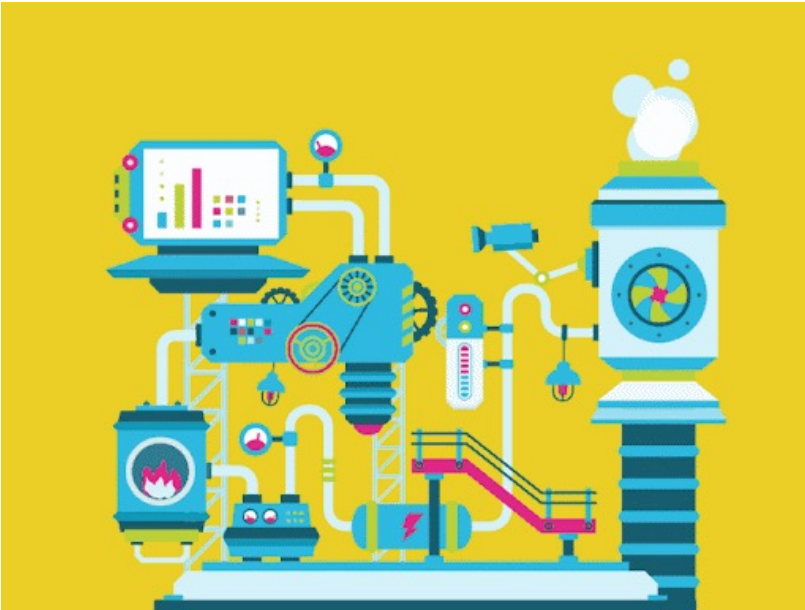
Table 1.1 Qualitative versus quantitative research differences

	<i>Qualitative</i>	<i>Quantitative</i>
Nature of data	Visual and verbal recordings in rich detail	Responses distilled into numeric scores
Relevance of context	Results are generally assumed to be specific to time, place, people, and culture studied	Results are generally assumed to be generalisable across contexts and cultures
Nature and control of potential causes	Ideally naturalistic with multiple factors shaping the behaviours observed and discussed	Ideally settings are controlled and variables are manipulated or measured to allow simple causal inferences
Key research instrument	The researcher is the instrument and uses skills and rapport to gain insights based on trust	Researcher tries to be invisible and relies on responses to structured measures or choices

“**Quantitative** techniques are mostly used to try to pinpoint **causality**, usually between two or a few variables where the **independent and dependent variables** are defined. **Qualitative** methodology is primarily directed to understanding the **complex** and the **elusive** in a **systemic** perspective more than to establish **unambiguous cause and effect** relationships between single variables. It is built on the notion that life cannot be broken down into well-defined constituent components. Reality is **more than the sum of its parts**; there are also **synergy** effects.” (Gummesson 2005, p. 312)

“The word qualitative implies an emphasis on the **qualities** of entities and on **processes** and **meanings** that are not **experimentally** examined or **measured** (if measured at all) in terms of **quantity**, **amount**, **intensity**, or **frequency**”
(Denzin & Lincoln 2003)

QUANTITATIVE



QUALITATIVE



GENERALIZABLE

Law-like predictability that apply elsewhere (*quantitative*)

TRANSFERABLE

Findings are specific to context but will help illuminate similar other contexts (*qualitative*)

On Cooling the Mark Out†

Some Aspects of Adaptation to Failure

Erving Goffman*

IN CASES OF CRIMINAL FRAUD, victims find they must suddenly adapt themselves to the loss of sources of security and status which they had taken for granted. A consideration of this adaptation to loss can lead us to an understanding of some relations in our society between involvements and the selves that are involved.

In the argot of the criminal world, the term "mark" refers to any individual who is a victim or prospective victim of certain forms of planned illegal exploitation. The mark is the sucker—the person who is taken in. An instance of the operation of any particular racket, taken through the full cycle of its steps or phases, is sometimes called a play. The persons who operate the racket and "take" the mark are occasionally called operators.

The confidence game—the con, as its practitioners call it—is a way of obtaining money under false pretenses by the exercise of fraud and deceit. The con differs from pilfer forms of financial deceit in important ways. The con is practiced on private persons by talented actors who methodically and regularly build up informal social relationships just for the purpose of abusing them; white-collar crime is practiced on organizations by persons who learn to abuse positions of trust which they once filled faithfully. The one exploits jobs; the other, position. Further, a con man is someone who accepts a social role in the underworld community; he is part of a brotherhood whose members make no pretense to one another of being "legit." A white-collar criminal, on the other hand, has no colleagues, al-

though he may have an associate with whom he plans his crime and a wife to whom he confesses it.

The con is said to be a good racket in the United States only because most Americans are willing, nay eager, to make easy money, and will engage in action that is less than legal in order to do so. The typical play has typical phases. The potential sucker is first spotted, and one member of the working team (called the outside man, steerer, or roper) arranges to make social contact with him. The confidence of the mark is won, and he is given an opportunity to invest his money in a gambling venture which he understands to have been fixed in his favor. The venture, of course, is fixed, but not in his favor. The mark is permitted to win some money and then persuaded to invest more. There is an "accident" or "mistake," and the mark loses his total investment. The operators then depart in a ceremony that is called the blowoff or sting. They leave the mark but take his money. The mark is expected to go on his way, a little wiser and a lot poorer.

Sometimes, however, a mark is not quite prepared to accept his loss as a gain in experience and to say and do nothing about his venture. He may feel moved to

* A.B. Univ. of Toronto 45; M.A. Sociology, Univ. of Chicago 49; Instr., Dept. of Social Anthropology, Univ. of Edinburgh, and field research in the Shetland Islands 49-51; admitted to candidacy for Ph.D. in Sociology, Univ. of Chicago, Dec. 1951; Division of Social Sciences, Univ. of Chicago 55. For bibliography, see Reference Lists section of this issue.

† Terminology regarding criminal activity is taken primarily from D. W. Maurer, *The Big Con* (New York, Bobbs-Merrill, 1946), and also from E. Sutherland, *The Professional Thief* (Chicago, Univ. of Chicago Press, 1937). The approach that this paper attempts to outline is taken from Everett C. Hughes of the University of Chicago, who is not responsible for any misapplications of it which may occur here. The sociological problem of failure was first suggested to me by James Lindblom of the University of Edinburgh. I am grateful to Professor E. A. Shils for criticism and to my wife, Angelica S. Goffman, for assistance.

A mark's participation in a play, and his investment in it, clearly commit him in his own eyes to the proposition that he is a smart man. The process by which he comes to believe that he cannot lose is also the process by which he drops the defenses and compensations that previously protected him from defeats. **When the blowoff comes, the mark finds that he has no defense for not being a shrewd man. He has defined himself as a shrewd man and must face the fact that he is only another easy mark. He has defined himself as possessing a certain set of qualities and then proven to himself that he is miserably lacking in them. This is a process of self-destruction of the self. It is no wonder that the mark needs to be cooled out and that it is good business policy for one of the operators to stay with the mark in order to talk him into a point of view from which it is possible to accept a loss.**

IDEAS

The Anti-vaccine Con Job Is Becoming Untenable

Why targets of deliberate deception often hesitate to admit they've been deceived

By Brooke Harrington



Getty / The Atlantic

When is it
best to do
qualitative
research?

RED ASSOCIATES

THE PRACTICE OF SENSEMAKING

The sense making sessions

1. Quantitative research requires "bracketing" away variables; hides a lot of contextual richness that might be important
2. "What counts can't always be counted"
3. Because things change or need to be discovered in the first place!

Technology

When Machine Learning Goes Off the Rails

A guide to managing the risks by Boris Babic, I. Glenn Cohen, Theodoros Evgeniou, and Sara Gerke
From the Magazine (January-February 2021)



Images: Robi/istock.com



PSYCHOLOGY

The Dangers of Categorical Thinking

by Bart de Langhe and Philip Fernbach
From the September–October 2019 Issue

Artificial intelligence / Machine learning

Our weird behavior during the pandemic is messing with AI models

Machine-learning models trained on normal behavior are showing cracks — forcing humans to step in to set them straight.

by **Will Douglas Heaven**

May 11, 2020

MARKETING

Why Marketing Analytics Hasn't Lived Up to Its Promise

by Carl F. Mela and Christine Moorman
May 30, 2018



Magi/Getty Images

Leer en español



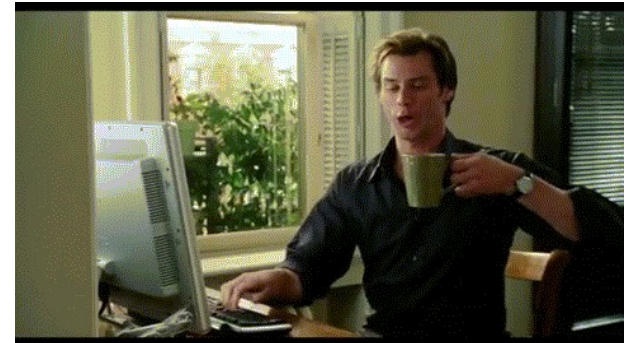
“One third of the interviewees mentioned sustainable consumption... Half of the interviewees had bought organic products... The word climate change was mentioned in all interviews and several times.”



”The interviewees strongly linked sustainability to a sense of moral duty and sacrifice, like ‘doing the right thing’ (Heli) or ‘thinking about future generations’ (Tuomas). For some, such moralization was taxing, like for Kristian how worried about ‘making the wrong product choice’ and Tina who said worrying about the planet ‘can be so exhausting sometimes.’”

THESIS TIP #1:

If you do a qualitative thesis, do not "count the qualitative"; focus instead on identifying shared meanings (through their strongest manifestations), and their boundaries!



MYTH: Qual research is non-serious, haphazard, and easy!

TRUTH: Bad qual research is easy; good qual research is really difficult, requires systematic discipline, and a lot of creativity!



Quantitative Research

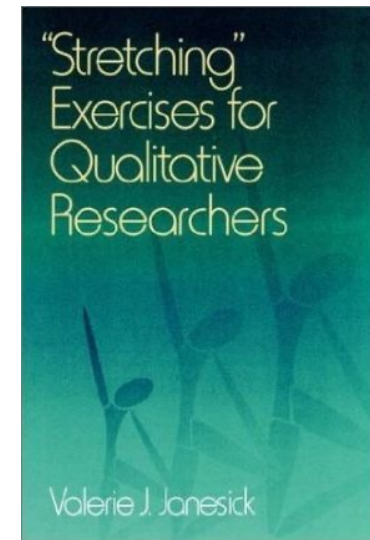
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Qualitative Research



Qualitative research is the systematic use of curiosity and intuition in a creative process

Good qualitative research creates new concepts or "thinking tools" that change our view of things, sometimes even blow our minds



The Marketing Review, 2001, 2, 89-119 www.themarketingreview.com

MARKETING CLASSICS¹

Stephen Brown²

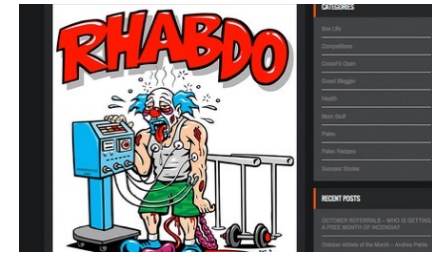
University of Ulster

Art or Science? Fifty Years of Marketing Debate

Fifty years after Converse's (1945) classic statement on the "art or science of marketing", the debate has come full circle. The holy grail of Science has not been attained and its pursuit has not only served to alienate practitioners from academics, but it has also done enormous damage to our discipline. This paper traces the development of the great debate, discusses the damaging postmodern critique of western Science and concludes that, as an Art, marketing should be judged by appropriately aesthetic criteria.



“Isn’t it
interesting
how...”





Tribal behavior at crossfit, both good and bad
(Dawson 2014; Pekkanen, Närvänen, and
Tuominen 2017)

Crossfit as experiential counter to “safe and
boring” white collar jobs, even an escape from
modernity (Herz 2014)

Crossfit as self-branding for the “entrepreneurial
self” (Heywood 2016; James and Gill 2017; Nash
2017)

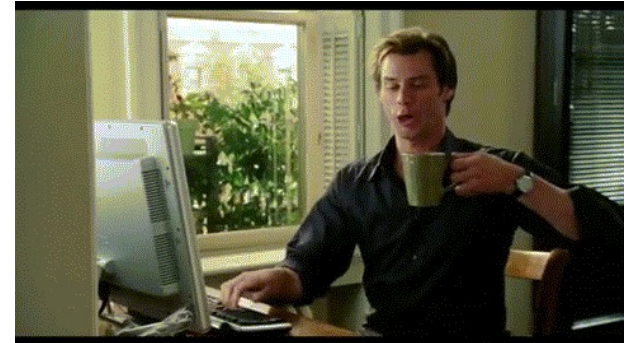
Crossfit as a response to societal anxieties from
systemic risks (Thompson and Isisag 2021)



1. What is something *like*?
2. What are its *constituting parts*?
3. Where did it come *from*?
4. How are the things it is made of *connected*?
5. How does it *work*?
6. Can we find different *variations* of it?
7. What are the *boundaries* (i.e., what is it *not*)?

THESIS TIP #2:

A context can be qualitatively explained through multiple perspectives, and your thesis will provide just *one*; even if you have data for several perspectives, focus on just the one! (i.e., don't tell the reader everything you learned in interviews)

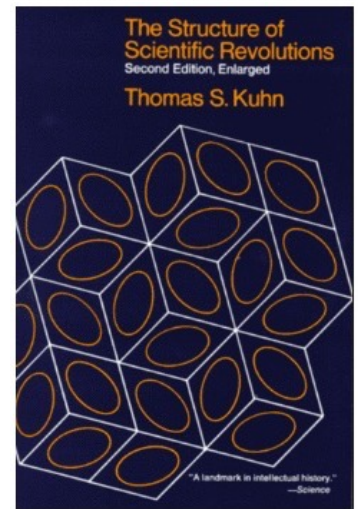




**A BRIEF
DETOUR INTO
PHILOSOPHY
OF SCIENCE**

A RESEARCH PARADIGM

a coherent and interdependent set of assumptions about ontology, epistemology, axiology, and methodology where one follows the other



Ontology

What things exist in the world?

Epistemology

What can we know about these things; how do we produce knowledge about them?

Axiology

What are we trying to achieve with research? (e.g. “predicting” or “understanding”?)

Methodology

What tools do we have for building knowledge?

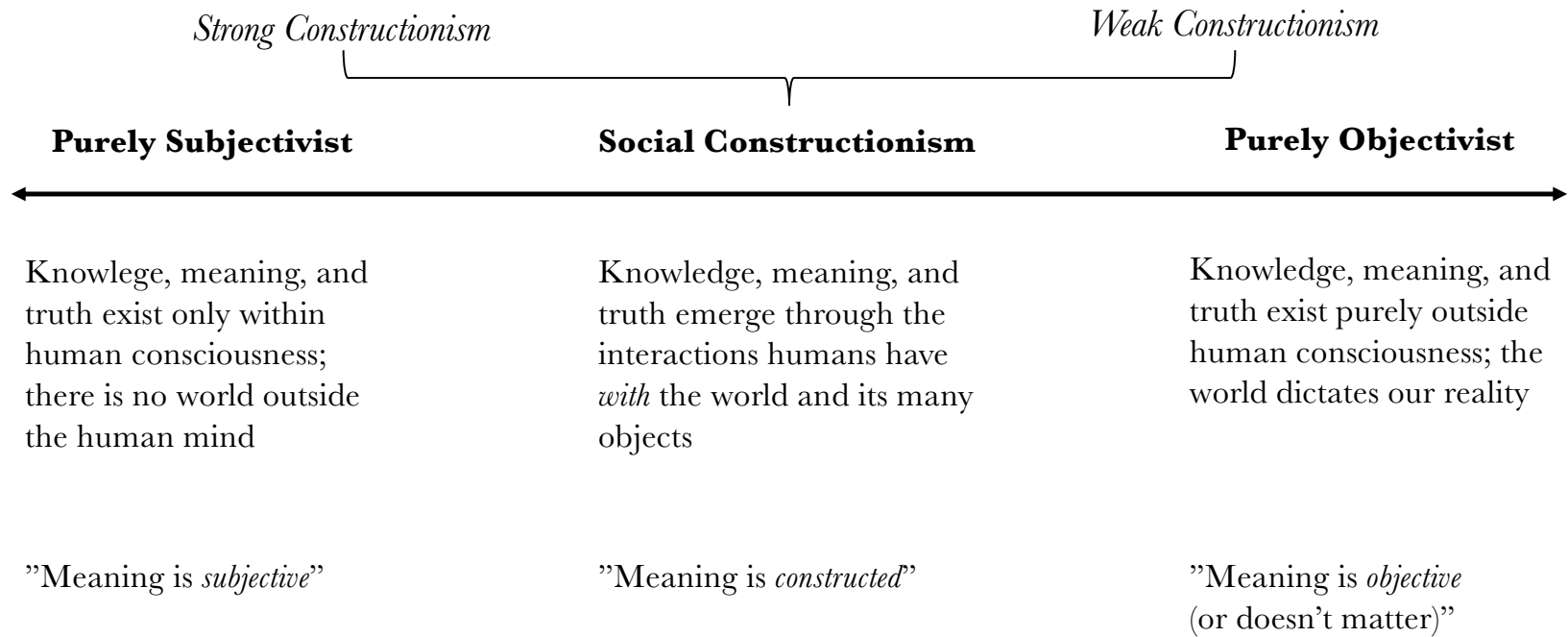
ETHNOGRAPHY PHENOMENOLOGY
ETHNOMETHODOLOGY SOCIOGRAPHY
GROUNDED THEORY FOUCAULDIAN
DISCOURSE ANALYSIS NARRATIVE
ANALYSIS SUBJECTIVIST APPROACHES
OBJECTIVIST APPROACHES POSITIVISM
POST-POSITIVISM INTERPRETIVISM
CONSTRUCTIONISM HERMENEUTICS
POSTMODERNISM POST-POST-
MODERNISM STRUCTURALISM POST-
STRUCTURALISM SCIENTISM EMPIRICISM
ROMANTICISM CONSTRUCTIVISM
INTERPRETIVISM PRACTICE THEORY
ASSEMBLAGE THEORY CRITICAL REALISM
SYMBOLIC INTERACTIONISM TEXTUAL
ANALYSIS NON-REPRESENTATIONAL
THEORY PSYCHOANALYSIS FEMINIST
THEORY POST-COLONIAL THEORY
RADICAL ALTERITY ACTION RESEARCH



The key question for you:

How do you see the data you are getting from consumers as a source for building knowledge?

Is "the consumer always right", or do you have to be critical of what consumers are saying, or is data from consumers altogether irrelevant to you?



**Where on this scale would you
“place” a qualitative study of:**

1. The meanings and consumption experiences of working mothers?
2. What is sustainable consumption?
3. How did Finnish consumer culture emerge?

CHRISTY
WHITMAN

The Acclaimed New York Times Best-Selling Author



THE
ART
OF
HAVING
IT
ALL

A Woman's Guide to Unlimited Abundance

Caring Consumers: Gendered Consumption Meanings and the Juggling Lifestyle

CRAIG J. THOMPSON*

This article explores the meanings that consumption experiences hold for professional working mothers engaged in the culturally prominent lifestyle known as "juggling." A discussion is given to prior research documenting the cultural and historical processes that give rise to this lifestyle pattern. These analyses suggest that "jugglers" of the baby boom generation have been socialized in a common system of conflicting cultural ideals, beliefs, and gender ideologies. A hermeneutic research approach is used to indicate the emic consumer meanings that arise in relation to the participants' salient life concerns and their sense of personal history. An etic framework is then derived that further analyzes these perceptions in the context of issues related to the social construction of feminine identities and cultural conceptions of motherhood. The conceptual and methodological implications of the emic and etic frameworks for consumer research are discussed.





The Myth of the Ethical Consumer

Timothy M. Devinney, Pat Auger,
and Giana M. Eckhardt



CAMBRIDGE

An executive summary for managers and executive readers can be found at the end of this issue



The myth of the ethical consumer – do ethics matter in purchase behaviour?

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Birmingham, UK

Ahmad Attalla
Graduate, University of Birmingham, Department of Commerce,
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Keywords Marketing, Ethics, Consumer behaviour, Social responsibility

Abstract Marketing ethics and social responsibility are inherently controversial, and years of research continue to present conflicts and challenges for marketers on the value of a socially responsible approach to marketing activities. This article examines whether or not consumers care about ethical behaviour, and investigates the effect of good and bad ethical conduct on consumer purchase behaviour. Through focus group discussions it becomes clear that although we are more sophisticated as consumers today, this does not necessarily translate into behaviour which favours ethical companies and punishes unethical firms. The article concludes by some thoughts on how marketers might encourage consumers to engage in positive purchase behaviour in favour of ethical marketing.

Stanford SOCIAL INNOVATION Review

Informing and inspiring leaders of social change

SOCIAL ISSUES SECTORS SOLUTIONS MAGAZINE MORE

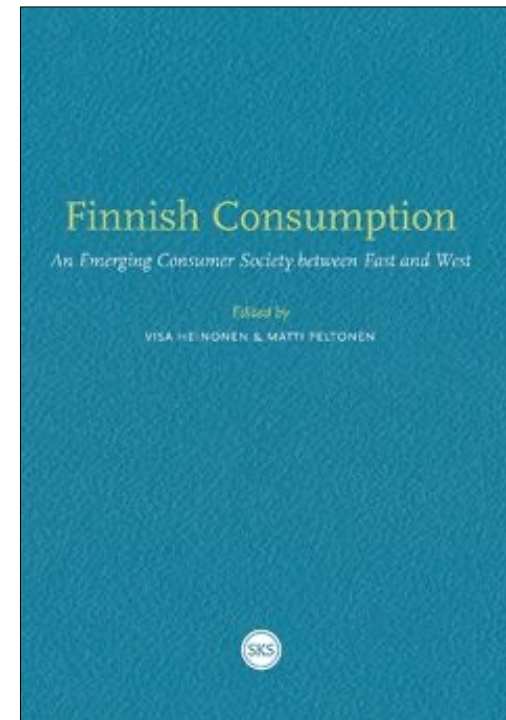
Environment

Why We Can't Shop Our Way to Sustainability

Consumers will never solve the climate crisis. To build sustainability, business leaders must partner with government and society to re-focus their companies on new forms of market exchange.

SHARE COMMENT PRINT ORDER REPRINTS

By Marc Lepere & Giana M. Eckhardt | Jul. 16, 2020



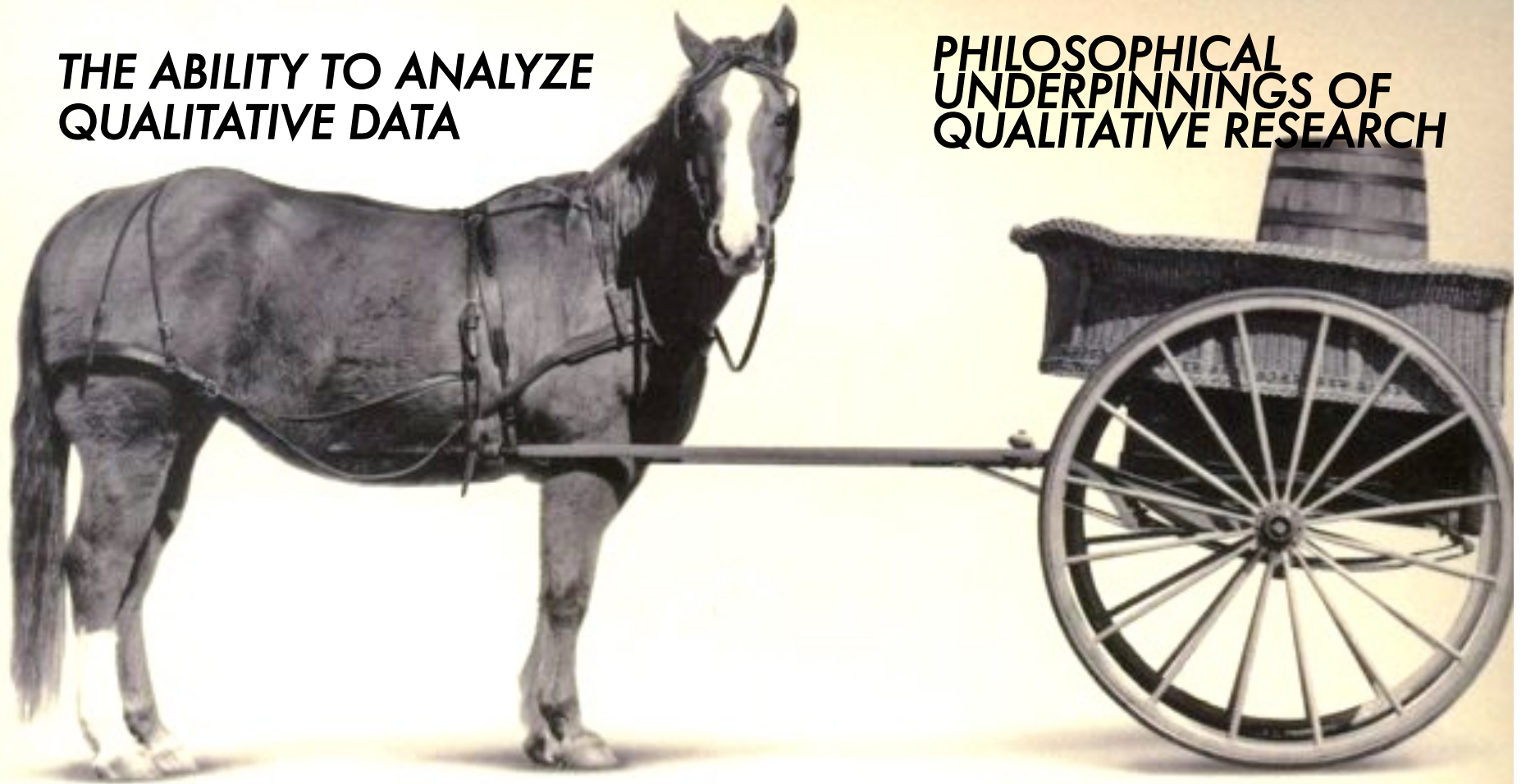
THESIS TIP #3:

Don't try to play "bingo" with complex social science concepts; first, figure out where your research roughly "lands" on the subjectivist-objectivist scale, and go from there



**THE ABILITY TO ANALYZE
QUALITATIVE DATA**

**PHILOSOPHICAL
UNDERPINNINGS OF
QUALITATIVE RESEARCH**



Grounded theory, ethnography and phenomenology

A comparative analysis of three qualitative strategies for marketing research

Christina Goulding

*Department of Marketing and Economics, Wolverhampton Business School,
Wolverhampton University, Wolverhampton, UK*

“However, there is increasing acknowledgement, not only in academic circles, but also among marketing practitioners, of the need for **the application of qualitative methodologies in their truest and most fundamental sense** in order to gain valid insights, develop theory and aid effective decision making.”

But first:

**What is the difference
between "method" and
methodology"?**

METHOD

a particular means for gathering and analyzing data to solve a problem

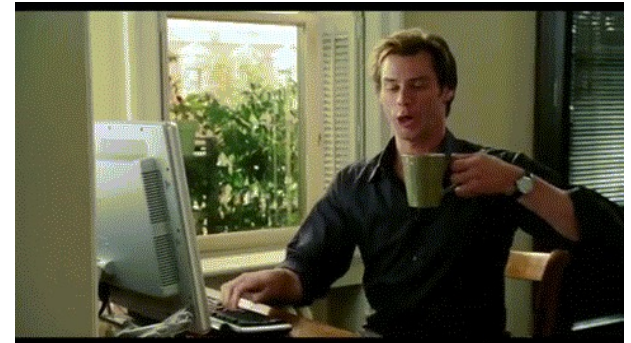
METHODOLOGY

a contextual framework that explains how and why data was gathered and analyzed the way it was—including new method development

”We began our inquiry **with non-participating netnographic observation to familiarize ourselves with...** We then conducted **in-depth interview** with influential community members **to deepen our unstanding of...** We then expanded our **netnographic inquiry** to outside the community **to broaden our perspective on the phenomenon ...** We also developed **a new method using computational analysis** that we call supercool qualitative computing. **This allowed us to...** ”

THESIS TIP #4:

When writing your method section, think more in terms of *methodology*—describe your method selection process and explain why the method was right for your research aims!



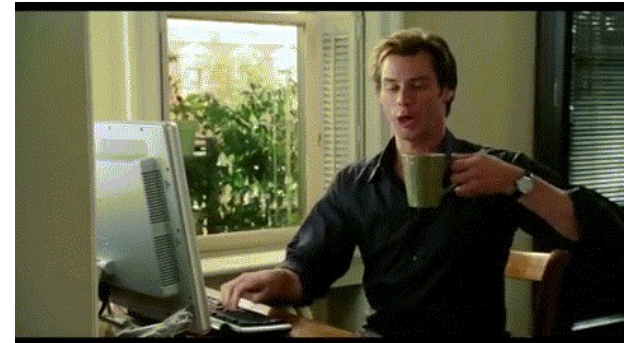
GROUNDED THEORY

ETHNOGRAPHY

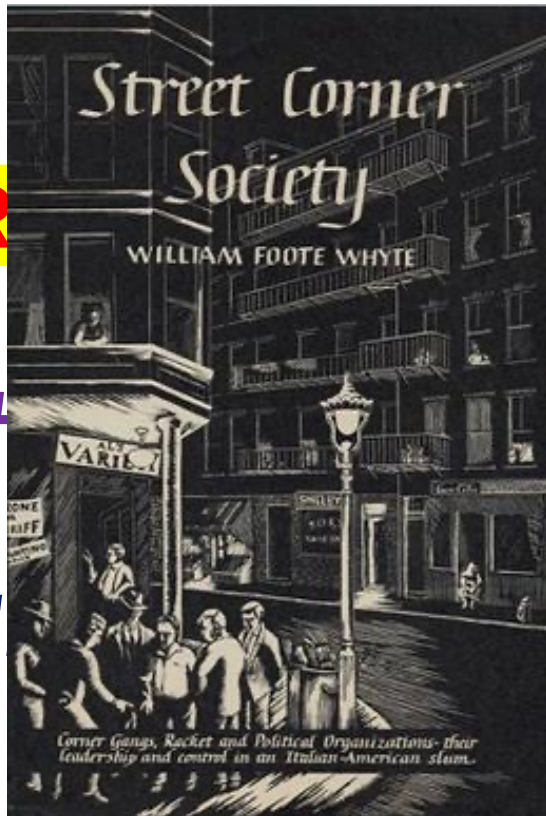
PHENOMENOLOGY

THESIS TIP #5:

The majority of qualitative marketing theses are (more or less) grounded theory with only interviews, the rest are phenomenological or ethnographic (usually netnographic); grounded theory is therefore the safest choice and easiest to grasp



GR



ORY

ETH

PH

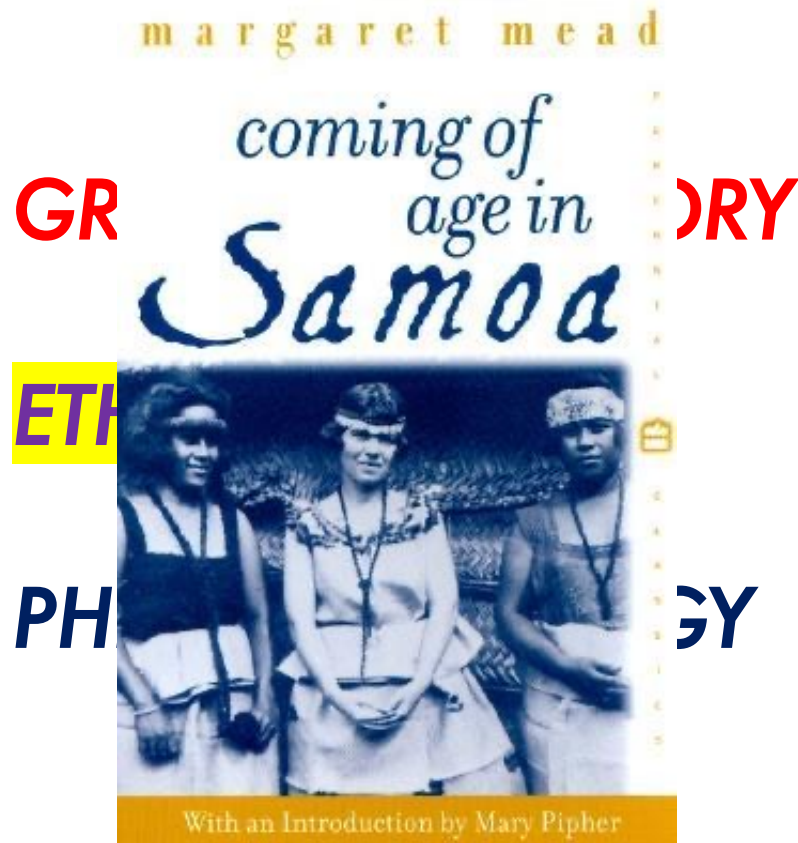
GY

”Grounded” here means that theorization is grounded ”in the words and actions of those individuals under study.”

Big influence on the ”from open coding to axial coding” analysis order (Spiggle 1994) and negative sampling techniques

The researcher does NOT start a project with a theoretical lens in mind; literature is part of an iterative process of data collection, analysis, interpretation with the ultimate goal of achieving saturation

This premise is often misunderstood: ”An open mind does not mean an empty head” Highly pluralistic in what methods can be added into the mix! (including quant stuff)



Ethnography originates from anthropology, but today is used in a lot of social sciences

Participant observation; prolonged interaction in research setting and group; interviews preferably in context

Important goal of rich description of context *in addition to* theory building (“doing ethnography” and “writing an ethnography”)

Supports a plurality of methods

Ethnographic methods can be used in grounded theory approached, but ethnographies can also depart from grounded principles



”Essentially, the goal of phenomenology is to enlarge and deepen understanding of the range of immediate experiences (Spiegelberg, 1982).”

Popular in consumer research, especially in studies of consumption experiences

Focus on language as an expression of meaning; meaning stands for something in the real world

”... the phenomonologist has only one legitimate source of data, and that is the views and experiences of the participants themselves. ”

The Times of Their Lives: Phenomenological and Metaphorical Characteristics of Consumer Timestyles

JUNE COTTE
S. RATNESHWAR
DAVID GLEN MICK*

Timestyles are the customary ways in which people perceive and use time. We propose that individuals' timestyles can be categorized in terms of social, temporal, planning, and polychronic orientations. We examine timestyle in a phenomenological investigation of a sample of American women and identify five emergent symbolic metaphors for time (pressure cooker, map, mirror, river, and feast) that holistically encapsulate informants' multidimensional timestyles. We discuss the theoretical and substantive implications of our findings for understanding the role of timestyles in consumer behavior and in the ongoing conflicts that consumers experience in deciding what they should do with their discretionary time.

PHENOMENOLOGY

Time Is a Pressure Cooker

Time Is a Map

Time Is a Mirror

Time Is a River



Qualitative research in marketing Road-map for a wilderness of complexity and unpredictability

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School of Business, Stockholm University, Stockholm, Sweden

Qualitative
research in
marketing

309

Received March 2003
Revised November 2003
Accepted January 2004

Abstract

Purpose – To discuss and analyse three themes in qualitative research in marketing which are objects of both frustration and confusion: analysis and interpretation; theory generation; and a quest for scientific pluralism and individual researcher lifestyles.

Design/methodology/approach – Underpinning the discussion is that complexity, ambiguity, fuzziness, chaos, change, uncertainty and unpredictability are characteristics of a market economy; that qualitative and subjective interpretation is necessary to add the spark of life to marketing data; and that general marketing theory needs more attention from researchers.

Practical implications – The proper use of methodology and the generation of better marketing theory will make it easier for practitioners to reach the right decisions.

Findings – Quantitative and qualitative research processes are not by nature antagonistic, although their advocates may be; quantitative methodology carries qualitative “bugs”, necessary for its sustenance.

Originality/value – The article ends with a recommendation that every researcher in marketing should design his or her individual research approach, one that suits the personality of the researcher. As an example, the author presents his own current methodology-in-use, interactive research.

Keywords Qualitative research, Marketing theory

Paper type Conceptual paper

FOR NEXT TIME:

1. Belk, R., Fischer, E., & Kozinets, R. V. (2012). Getting started: how to begin a qualitative research project. *Qualitative consumer and marketing research* (pp 16 - 30). Sage.
2. Arnould, E. J., Price, L., & Moisio, R. (2006). Making contexts matter: Selecting research contexts for theoretical insights. Chapter in Belk, Russell W. "*Handbook of qualitative research methods in marketing*", 106-125.

- Read both articles on Perusall!
- Keep thinking about a research idea!